

Rep Order# 6865499 Ver# 5 Status Revised  
EC'd Yes Traffic Order# 215796

Printed: 10/26/2012 2:05 PM  
Last Received: 10/26/2012 2:00 PM  
Showing Buylines: All Rep Revised Lines  
1 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 327  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P/UP2/E 51/1041327  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

-- CONTRACT COMMENT --  
SC=\*

-- REMARKS --  
REV TO ADD TO SKED  
ATTN ALL LINES  
ATTN NEW TTL  
PLEASE CNF  
THANKS

*Sergio Lopez 11/2*

Ln Daypart Program  
--- -----  
\*13 Buyline Comment: NEWS  
Sales Remark: V5 ADD TO SKED  
V5 Added

Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
10/29-11/02	\$2,000.00 <i>J</i>	:30	2	1	M-F	10P-1035P	\$4,000.00	2	

--REPORT TOTALS--  
Report Totals: 2 / \$4,000.00

--SALES MONTHLY TOTALS--

Nov 12: 28 / \$29,000.00  
Sales Totals: 28 / \$29,000.00  
Station Totals: 28 / \$29,000.00  
Lines not sent/rclcd/rtrn: 0 / \$0.00

--COMPETITIVE--  
Market Totals \$116,000

CABL	0%	KASA	0%	KASY	0%	KBIM	0%	KOAT	40%
KOB	35%	KRQE	25%	KWBQ	0%				

--COMPETITIVE COMMENTS--  
EST SHARES

Rep Order# 6865499 Ver# 3 Status Revised  
EC'd Yes

Traffic Order# 215704

Printed: 10/19/2012 9:35 AM  
Last Received: 10/19/2012 8:11 AM  
Showing Buylines: All Lines

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 327  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/104327  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks  
*HPT*

--- CONTRACT COMMENT ---  
SC=\*

--- REMARKS ---

CHANGE IN HEADER ONLY  
THIS IS SKED B  
PLEASE CNF  
THANKS

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1	-----	CBS THS MRNG-2<	10/29-11/02	\$300.00	:30	3	1	M-F	7A-9A	\$900.00	3	---
2	-----	CBS THS MRNG-2<	11/05-11/06	\$300.00	:30	2	1	M-TU	7A-9A	\$600.00	2	---
3	SUNDAY	MRN-CBS	11/04-11/04	\$800.00	:30	1	1	SU	8A-930A	\$800.00	1	---
4	-----	KRQE NW13-NOON	10/29-11/02	\$550.00	:30	5	1	M-F	12P-1230P	\$2,750.00	5	---
5	-----	KRQE NW13-NOON	11/05-11/06	\$550.00	:30	1	1	M-TU	12P-1230P	\$550.00	1	---
6	DR.	PHIL	10/29-11/02	\$300.00	:30	5	1	M-F	3P-4P	\$1,500.00	5	---
7	DR.	PHIL	11/05-11/06	\$300.00	:30	1	1	M-TU	3P-4P	\$300.00	1	---
8	-----	KRQE NWS13-530<	10/29-11/02	\$2,500.00	:30	3	1	M-F	530P-6P	\$7,500.00	3	---
9	-----	KRQE NWS13-530<	11/05-11/06	\$2,500.00	:30	1	1	M-TU	530P-6P	\$2,500.00	1	---
10	-----	KRQE NEWS-10	10/29-11/02	\$2,000.00	:30	2	1	M-F	10P-1030P	\$4,000.00	2	---
11	-----	KRQE NEWS-10	11/05-11/06	\$2,000.00	:30	1	1	M-TU	10P-1030P	\$2,000.00	1	---

Rep Order# 6865499 Ver# 3 Status Revised Traffic Order#

EC'd Yes

Printed: 10/19/2012 9:35 AM  
Last Received: 10/19/2012 8:11 AM

Showng Buylines: All Lines

2 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW SKED B  
Estimate# 327  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTTHOLM  
201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314  
Agency C/P1/P2/E 51/104/327  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
---	-----	KRQE NEWS-10	11/04-11/04	\$1,600.00	:30	1	1	SU	10P-1030P	\$1,600.00	1	---

---REPORT TOTALS---

Report Totals: 26 / \$25,000.00

---SALES MONTHLY TOTALS---

Nov 12: 26 / \$25,000.00  
Sales Totals: 26 / \$25,000.00  
Station Totals: 26 / \$25,000.00  
Lines not sent/rclld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market	Totals	CABL	KASA	KASY	KBIM	KOAT
	\$100,000	0%	0%	0%	0%	40%
		KOB	KRQE	KWBQ		
		35%	25%	0%		

---COMPETITIVE COMMENTS---  
EST SHARES

Books NOV12  
Demos RA35+

Rep Order# 6865499 Ver# 1 Status New Traffic Order#  
EC'd Yes

Printed: 10/19/2012 8:08 AM  
Last Received: 10/18/2012 7:06 PM

1 of 2

Station KRQE-TV ALBUQUERQUE, NM.

Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW

Estimate# 327  
Buyer Betsy Wonderheid  
Phone#  
Fax#

Agency ( ) STEVENS REED CURCIO & POTTHOLM

201 NORTH UNION STREET, SUITE 200  
ALEXANDRIA, VA 22314

Agency C/P/I/P2/E 5/1/104/327  
Flight Dates 10/29/2012 - 11/06/2012  
Hiatus Weeks

Rep Firm ( ) PHILADELPHIA  
Sales Office ( ) AMY MCCREARY  
Salesperson ( ) AMY MCCREARY  
Salesperson Phone# 215-568-6540  
Salesperson FAX# 215-568-1845

Showing Buylines: All Lines

*Jung Liu*  
*10/19/12*

--- CONTRACT COMMENT ---

SC=\*

Ln	Daypart	Program	Dates	Rate	Len	Spots/Week	# of Weeks	Day	Time	Total Cost	Total Spots	LT
1	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----
	CBS THS MRNG-2<		10/29-11/02	\$300.00	2 :30	3	1	M-F	7A-9A	\$900.00	3	
2	CBS THS MRNG-2<		11/05-11/06	\$300.00	2 :30	2	1	M-TU	7A-9A	\$600.00	2	
3	SUNDAY MRN-CBS		11/04-11/04	\$800.00	2 :30	1	1	SU	8A-930A	\$800.00	1	
4	KRQE NM13-NOON		10/29-11/02	\$550.00	2 :30	5	1	M-F	12P-1230P	\$2,750.00	5	
5	KRQE NM13-NOON		11/05-11/06	\$550.00	2 :30	1	1	M-TU	12P-1230P	\$550.00	1	
6	DR. PHIL		10/29-11/02	\$300.00	2 :30	5	1	M-F	3P-4P	\$1,500.00	5	
7	DR. PHIL		11/05-11/06	\$300.00	2 :30	1	1	M-TU	3P-4P	\$300.00	1	
8	KRQE NWS13-530<		10/29-11/02	\$2,500.00	1 :30	3	1	M-F	530P-6P	\$7,500.00	3	
9	KRQE NWS13-530<		11/05-11/06	\$2,500.00	1 :30	1	1	M-TU	530P-6P	\$2,500.00	1	
10	KRQE NEWS-10		10/29-11/02	\$2,000.00	2 :30	2	1	M-F	10P-1030P	\$4,000.00	2	
11	KRQE NEWS-10		11/05-11/06	\$2,000.00	2 :30	1	1	M-TU	10P-1030P	\$2,000.00	1	
12	KRQE NEWS-10		11/04-11/04	\$1,600.00	2 :30	1	1	SU	10P-1030P	\$1,600.00	1	

--REPORT TOTALS--

Rep Order# 6865499 Ver# 1 Status New  
EC'd Yes

Traffic Order#  
Last Received: 10/18/2012 7:06 PM  
Showing Buylines: All Lines

Printed: 10/19/2012 8:08 AM  
2 of 2

Station KRQE-TV ALBUQUERQUE, NM.  
Advertiser ( ) REFORM NM NOW  
Product REFORM NM NOW  
Estimate# 327  
Buyer Betsy Vonderheid  
Phone#  
Fax#

Report Totals: 26 / \$25,000.00

---SALES MONTHLY TOTALS---

Nov 12: 26 / \$25,000.00  
Sales Totals: 26 / \$25,000.00  
Station Totals: 26 / \$25,000.00  
Lines not sent/rcl/d/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$100,000  
CABL 0%  
KOB 35%

KASA 0%  
KRQE 25%  
KASY 0%  
KWBQ 0%  
KBIM 0%  
KOAT 40%

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12  
Demos RA35+

# Spot Manager: All

10/29/12

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
<b>Date: 10/29/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS This Morni	CBS Early S	:30 P2	[ALL]	REFORM	N 327		8:54:30 AM	RNMT1203	\$300.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:20:49 PM	RNMT1203	\$550.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:25:44 PM	RNMT1203	\$300.00
J6865499	POL/Reform	N	215796 KRQE News 13	530p-6p	:30 P1	[ALL]	REFORM	N 327		5:42:33 PM	RNMT1203	\$2,500.00
												\$3,650.00
												\$3,650.00
<b>Date: 10/30/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS This Morni	CBS Early S	:30 P2	[ALL]	REFORM	N 327		8:28:02 AM		\$300.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:04:17 PM		\$550.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:33:17 PM		\$300.00
J6865499	POL/Reform	N	215796 KRQE News 13	530p-6p	:30 P1	[ALL]	REFORM	N 327		5:34:57 PM		\$2,500.00
J6865499	POL/Reform	N	215796 LN M-F	10p-1035p	:30 P2	[ALL]	REFORM	N 327		10:27:43 PM		\$2,000.00
												\$5,650.00
												\$5,650.00
<b>Date: 10/31/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 LN M-F	10p-1035p	:30 P2	[ALL]	REFORM	N 327				\$2,000.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:04:17 PM		\$550.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:18:34 PM		\$550.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:16:31 PM		\$300.00
												\$3,400.00
												\$3,400.00
<b>Date: 11/01/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS This Morni	CBS Early S	:30 P2	[ALL]	REFORM	N 327		8:16:20 AM		\$300.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:50:43 PM		\$300.00
J6865499	POL/Reform	N	215796 KRQE News 13	530p-6p	:30 P1	[ALL]	REFORM	N 327		5:57:58 PM		\$2,500.00
J6865499	POL/Reform	N	215796 LN M-F	10p-1035p	:30 P2	[ALL]	REFORM	N 327		10:26:41 PM		\$2,000.00
												\$5,100.00
												\$5,100.00
<b>Date: 11/02/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 LN M-F	10p-1035p	:30 P2	[ALL]	REFORM	N 327				\$2,000.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:27:56 PM		\$550.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:33:17 PM		\$300.00
												\$2,850.00
												\$2,850.00
<b>Date: 11/04/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS Sunday Mc8a-930a		:30 P2	[ALL]	REFORM	N 327		8:53:19 AM		\$800.00
J6865499	POL/Reform	N	215796 LN Su	10p-1035p	:30 P2	[ALL]	REFORM	N 327		10:26:55 PM		\$1,600.00
												\$2,400.00
												\$2,400.00
<b>Date: 11/05/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS This Morni	CBS Early S	:30 P2	[ALL]	REFORM	N 327		8:08:03 AM		\$300.00
J6865499	POL/Reform	N	215796 KRQE News 13	530p-6p	:30 P1	[ALL]	REFORM	N 327		5:35:12 PM		\$2,500.00
J6865499	POL/Reform	N	215796 LN M-F	10p-1035p	:30 P2	[ALL]	REFORM	N 327		10:26:43 PM		\$2,000.00
												\$4,800.00
												\$4,800.00
<b>Date: 11/06/12</b>												
<b>Station: KRQE</b>												
J6865499	POL/Reform	N	215796 CBS This Morni	CBS Early S	:30 P2	[ALL]	REFORM	N 327		7:23:21 AM		\$300.00
J6865499	POL/Reform	N	215796 M-F KRQE New:	12p-1230p	:30 P2	[ALL]	REFORM	N 327		12:19:49 PM		\$550.00
J6865499	POL/Reform	N	215796 Dr. Phil	3p-4p	:30 P2	[ALL]	REFORM	N 327		3:07:18 PM		\$300.00
												\$1,150.00

[Sorted by: Date]

# Spot Manager: All,

Printed: 10/29/2012

Alt Order #	Advertiser	Order	Inv. Code (Boo)	Time Period	Length	Priori	Chann	Product	Estimate	Air Time	Ad-ID	Rate
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Date: 11/06/12

									\$1,150.00		
									29,000.00		

[Sorted by: Date]

## **AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS**

<b>Station and Location:</b>  KRQE-TV	<b>Date:</b>  10/26/12
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I, B Vonderheid  
do hereby request station time concerning the following issue:

Reform New Mexico Now
-----------------------

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

<b>Total Charges:</b> \$29,000.00
-----------------------------------

This broadcast time will be used by: Reform New Mexico Now

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

Yes

No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

--

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now
-----------------------

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation;  a committee;  an association;  or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.**

**TO BE SIGNED BY ISSUE ADVERTISER**

10/26/12

Date



703-683-9755

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

Accepted

Accepted in Part

Rejected

---

Signature

---

Printed Name

---

Title

## AGREED UPON SCHEDULE

**For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance**

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/29-11/6			

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.**